

For discussion on  
17 April 2009

## **Legislative Council Panel on Home Affairs**

### **The 2009 East Asian Games**

#### **INTRODUCTION**

This paper briefs members on the progress of our preparation for hosting the 2009 East Asian Games (EAG).

#### **BACKGROUND**

2. The 2009 EAG will be held in Hong Kong during the period from 5 to 13 December 2009. It is the first ever international multi-sports games to be held in Hong Kong. The nine participating places of the EAG are the People's Republic of China, Democratic People's Republic of Korea, Hong Kong, Japan, Korea, Macau, Mongolia, Chinese Taipei and Guam. It is estimated that around 4 000 athletes and team officials will be joining the Games to participate in 1 700 competitions and compete for 281 gold medals. The final number and list of athletes participating in the Games is expected to be available by October. We expect that the Games will attract over 200 000 spectators.

3. There will be a total of 23 sports items in the 2009 EAG, which will be a record in the EAG history. Seven new sports which have not been staged in previous EAGs will be included, namely Bodybuilding, Cue sports, Cycling, Rugby Sevens, Squash, Table Tennis and Windsurfing. Hong Kong has a good chance to win medals in these sports and others. A list of the 23 sports items is at **Annex A**.

## **Venue Preparation**

4. The 23 sports events will be staged in 21 competition complexes/venues, including 16 government venues, four private venues and public roads. The Government has invested over \$1.2billion to construct a new Tseung Kwan O Sports Ground and upgrade 13 existing government venues to meet with the Games' requirements. The construction work of the Tseung Kwan O Sports Ground has just been completed and it will be used to stage the second Hong Kong Games in May. Improvement works to 10 existing venues have been completed and those for the remaining three venues are expected to be completed by mid 2009.

5. Four private venues and public roads will be used to host some of the events, namely the South China Athletics Association, Hong Kong International Trade & Exhibition Centre, Shatin Rowing Centre and the BMX Park at Gin Drinkers Bay. We will organize Cycling event on Route 8, Ma On Shan Bypass and Tolo Highway, and to stage 20 km Race Walking and Half Marathon events on public roads near Tseung Kwan O Sports Ground. A list of the competition venues is at **Annex B**.

## **Thematic Identities**

6. We have created the emblem, slogan, mascots and the theme song for the Games to project a distinctive and coherent identity for the Games. The emblem, featuring the five Olympic rings in a firework graphic and the slogan "Be the Legend" "創造傳奇一刻" are obtained through open competitions. The mascots for the Games, "Dony" and "Ami", and the official theme song "You are the Legend" "衝出世界" are products of professional designers and composers in the respective fields. These thematic identities have been and will continue to be used widely in all promotional and publicity materials and activities of the Games. The thematic identities of the 2009 EAG are at **Annex C**.

## **Publicity and Promotion Activities**

7. We have been staging a series of promotional and publicity activities to enhance public awareness of Hong Kong as the host city of the 2009 EAG. In this regard, the EAG Company has set up a dedicated

website to disseminate updated information of the Games to the public. An EAG Gallery has also been established in Hong Kong Park Sports Centre for the public to view the history of EAG and Hong Kong's sports achievements. The Company has also developed EAG merchandises for sale in various souvenir shops in the territory. Some major promotional activities that have been held recently included the one-year countdown celebration and launching of countdown clock on 5 December 2008, EAG float at the International New Year Night Parade in January 2009, EAG fund raising concert in February 2009 and the EAG themed Hong Kong Flower Show in March 2009.

8. In the coming months, we will step up our efforts to prepare and encourage the community for participating in the Games and welcoming overseas participants and visitors, as well as building up an exciting atmosphere in the city. Key milestones publicity events include -

- ◆ 2<sup>nd</sup> Hong Kong Games (May);
- ◆ 200-Day Countdown (May)
- ◆ Official opening of Tseung Kwan O Sports Ground (May),
- ◆ Launching of Handprint Wall (May),
- ◆ Sports Demonstration and Talks by athletes of 23 EAG sports (July);
- ◆ "Fitness for All" Day (August);
- ◆ 100-Day Countdown and Torch Relay (August);
- ◆ Commencement of ticket sales (August)
- ◆ School Torch Relay (September - November);
- ◆ Announcement of participating athletes (October);
- ◆ Announcement of various operational arrangements for the EAG (November)

9. Apart from these key events, we will further enhance the city dress-up programme. We will put up more lamp-post buntings, banners and posters at major thoroughfares, government buildings, airports and other points of entry as well as arranging advertisements on buses, trams and MTR.

10. Announcements in the Public Interest (APIs) and music videos of the EAG theme song are being broadcast in TV and radio stations. The frequency of the broadcasting will be increased around the time of

key milestone events. More promotional videos and stories about the readiness of Hong Kong athletes and venues will be produced and broadcast at TV, buses, MTR and video walls.

11. For promotion outside Hong Kong, we will jointly promote the EAG to Mainland and overseas cities, in particular in EAG participating places, through the Government's Economic and Trade Offices and the network of the Hong Kong Tourism Board. We will also try to arrange consignment tickets with airlines and travel agencies to attract more tourists to visit Hong Kong to watch the Games. A list of our major publicity and promotion activities is at **Annex D**.

## **Community Involvement Programmes**

### *District Support Programmes*

12. We have encouraged the 18 District Councils (DC) to organize activities in their districts in support of the Games around the themes of Green, Cultural or Energetic EAG. These district support programmes will reach out to the local communities and help raise awareness of a much wider range of people not only on the Games, but also the importance of building a green, cultural rich and energetic community to welcome the Games. We have the full support of the 18 DCs, many of which have or will set up working groups to plan and organize community involvement and greening activities around the three themes to promote EAG from June to November. We will prepare an event calendar for these activities to maximize publicity.

### *School Activities*

13. We have been organizing school visit programmes to spread across message of the EAG and sports culture to students. Apart from the ongoing school sports education programmes in which talks on the history and background of EAG are given to students, we will further launch the EAG cheerleading programme, visits to the training sessions of Hong Kong Team and drawing activities for students. A "School Torch Relay Programme" will also be launched and schools will be encouraged to organize a school torch relay during their school athletic

meetings to be held between September and November 2009.

### *Volunteer Programme*

14. The Company has launched a volunteer programme for the EAG since May 2008. The response is very encouraging and more than 14 000 applications have been received so far. 5 000 volunteers will be engaged to provide various services to the Games.

### **Opening and Closing Ceremonies and Cultural Activities**

15. The opening ceremony of EAG will be held on 5 December 2009 at the Piazzas of the Hong Kong Cultural Centre with the Victoria Harbour as the backdrop. The ceremony will comprise some special elements including a boat parade representing the nine participating countries/regions and the next host city of EAG as well as a spectacular fireworks display. It will showcase one of the most beautiful parts of Hong Kong to the world and the unprecedented arrangement of having the opening ceremony held in a harbour setting instead of a stadium will leave a memorable night for all. Apart from the invited guests and those who pay for admission to the ceremonial site, members of the public can also enjoy the ceremony free of charge through watching the fireworks on both sides of the harbour as well as live broadcast on TVs.

16. The Closing Ceremony will be held on the evening of 13 December 2009 in Hong Kong Coliseum, with a special programme to be presented by Tianjin, the host city of the next EAG.

17. Cultural nights, e.g. China Night, Japan Night, etc, will be held between 6 and 12 December to boost the festive atmosphere and to enhance the public's understanding on the folks and culture of EAG participating places. In addition, diversified cultural programmes featuring the unique culture of EAG participating places will be staged at various locations for the appreciation of the general public and overseas visitors as well.

## **Transport, Security and Other Logistical Arrangements**

### *Transport and Traffic Arrangements*

18. Different tiers of transportation will be provided for VIPs, officials, athletes, workforce and media participating in the Games. Most of the competition venues are easily accessible and spectators are expected to make use of the public transport system to reach them. We will work out a comprehensive traffic management plan to mitigate any possible adverse impact on local traffic brought about by the Games.

### *Accommodations for Participating Athletes and Delegates*

19. We have made arrangements with 12 hotels throughout the territory to provide accommodation to our guests, delegates from participating countries/regions, technical officials and staff, etc. The hotels for the athletes will be located close to the competition venues for the convenience of the athletes and to minimize their travelling time.

### *Media Facilities*

20. A Media Centre will be set up at the Hong Kong Central Library (HKCL) in Causeway Bay. It will serve as the operational base for local and overseas media covering the EAG. The Media Centre occupies an area of about 2 000 square metres and consists of three parts – the International Broadcasting Centre for processing and transmitting video and audio signals; the Press Centre for providing work space and facilities for print journalists from newspapers, magazines and news agencies; and the Press Conference Theatre for holding press briefings and conferences.

### *Ticketing Arrangements*

21. The total number of EAG tickets is around 437 000. The price of most competition event tickets will not be more than \$100. Concessionary tickets at half price will be made available to senior citizens, persons with a disability and full-time students. A relatively higher price will be set for the tickets of opening and closing ceremonies

in line with the practice of other Games. Tickets will be sold in August through different channels including on-line booking, telephone booking, postal and fax booking.

## **THE WAY FORWARD**

22. The Government and the Company will continue to work hand in hand in the preparation and organization work on various fronts with a view to making the 2009 EAG a successful event and showcasing Hong Kong once again as an events capital of Asia.

**Home Affairs Bureau**  
**April 2009**

**Competition Events of 2009 East Asian Games**

	<b>Competition Event</b>
1	Aquatics
2	Athletics
3	Badminton
4	Basketball
5	Bodybuilding
6	Bowling
7	Cue Sports
8	Cycling
9	Dance Sport
10	Football
11	Hockey
12	Judo
13	Rowing
14	Rugby Sevens
15	Shooting
16	Squash
17	Table Tennis
18	Taekwondo
19	Tennis
20	Volleyball
21	Weightlifting
22	Windsurfing
23	Wushu



**Annex B****2009 East Asian Games Competition Venues**

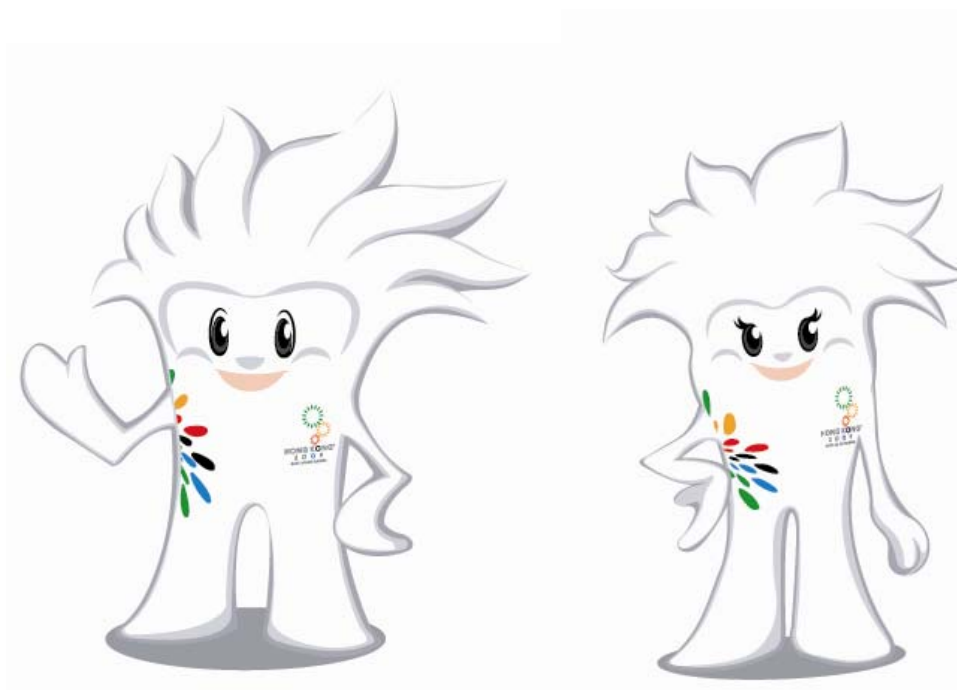
<b>Region</b>	<b>District</b>	<b>Venue</b>	<b>Sport</b>
Hong Kong Island	Central & Western	Western Park Sports Centre	Basketball (Preliminaries)
			Wushu (Sanshou & Taolu)
		Hong Kong Squash Centre	Squash (Preliminaries)
		Hong Kong Park Sports Centre	Squash (Final)
	Wan Chai	Hong Kong Stadium	Rugby Sevens
			Football (Final)
		Queen Elizabeth Stadium	Badminton
			Table Tennis
		South China Athletics Association <sup>(note)</sup>	Shooting
	Eastern	Victoria Park Tennis Centre	Tennis
		Siu Sai Wan Sports Ground	Football (Preliminaries)
Southern	Aberdeen Tennis and Squash Centre	Squash (Preliminaries)	
	Stanley Main Beach Water Sports Centre	Windsurfing	
Kowloon	Yau Tsim Mong	King's Park Hockey Ground	Hockey
		Kowloon Park Swimming Pool	Aquatics (Swimming & Diving)
		Hong Kong Coliseum	Volleyball
			Basketball (Final)
	Sham Shui Po	Lai Chi Kok Park Sports Centre	Weightlifting
		Shek Kip Mei Park Sports Centre	Judo
			Taekwondo
		Route 8 (from Sha Tin to Sham Shui Po)	Cycling (Road)
	Kwun Tong	Hong Kong International Trade & Exhibition Centre <sup>(note)</sup>	Dance Sport
Bowling			
Cue Sports			
New Territories	Sai Kung	Tseung Kwan O Sports Centre	Bodybuilding
			Cycling (Indoor)
		Tseung Kwan O Sports Ground	Athletics
	Sha Tin	Shatin Rowing Centre <sup>(note)</sup>	Rowing
		Ma On Shan Bypass (Start and finish at The Chinese University of Hong Kong)	Cycling (Road)
	Kwai Tsing	Kwai Chung Gin Drinker's Bay BMX Cycling Park <sup>(note)</sup>	Cycling (BMX)

Note: private venues

**Emblem of the 2009 EAG**



**Mascots of the 2009 EAG**



**“Dony”**

**“Ami”**

**Major Publicity and Promotion Activities  
for East Asian Games in 2009**

(as at 1 April 2009)

<b>Month</b>	<b>Events/Activities</b>
January	<ul style="list-style-type: none"><li>◆ Broadcasting of EAG theme song through various channels, including trains, TV and radio. The theme song has been uploaded onto the EAG website for downloading as ring tone.</li><li>◆ EAG float at the International Chinese New Year Night Parade</li><li>◆ EAG fund-raising diving show by the Chinese National Diving &amp; Synchronized Swimming Team</li></ul>
February	<ul style="list-style-type: none"><li>◆ Press conference to announce EAG preparation work and introduce the production team of the Opening Ceremony</li><li>◆ EAG fund-raising concert (300-day countdown activity held on 8 February 2009 at the concert)</li><li>◆ Launching of EAG TV Announcement in Public Interest (APIs)</li><li>◆ EAG-themed Lunar New Year Lantern Carnival</li></ul>
March	<ul style="list-style-type: none"><li>◆ EAG themed Hong Kong Flower Show 2009</li><li>◆ EAG Advertisement in all newspapers over a period of two weeks</li><li>◆ Advertisement on Yahoo.com homepage for 20 days</li><li>◆ Launching Ceremony of EAG School Programme. A series of school activities will be organized including the production of EAG learning and teaching materials, EAG mascots colouring competition, school cheerleading programme, guided tours for students, etc.</li><li>◆ Issue of first series of EAG Heartwarming Stamps</li><li>◆ Commencement of roving exhibition at over 40 shopping malls and Government venues</li><li>◆ Decoration of three Mass Transit Railway trains with images of EAG mascots running along the Island Line, Kwun Tong Line and Tsuen Wan Line</li></ul>
April	<ul style="list-style-type: none"><li>◆ Display of 1800 pull-up stands at government venues and schools to promote EAG</li></ul>

Month	Events/Activities
May	<ul style="list-style-type: none"> <li>◆ Promotion of EAG in the 2nd Hong Kong Games (9 – 31 May)</li> <li>◆ 200-day countdown events <ul style="list-style-type: none"> <li>- EAG Association Council meeting (19 May)</li> <li>- official opening of the Tseung Kwan O Sports Ground (19 May).</li> <li>- Unveiling of handprint wall in Kowloon Park Piazza (20 May).</li> </ul> </li> <li>◆ Newspaper supplement on 200-day countdown</li> </ul>
June	<ul style="list-style-type: none"> <li>◆ Commencement of district carnivals, community activities and greening projects for EAG by 18 District Councils, bearing the theme of “Green, Cultural and Energetic EAG.</li> <li>◆ Broadcasting of “Promotion of Hong Kong Athletes Readiness in Participating the EAG” footage at TVB, buses, TV wall, MTR</li> <li>◆ Publicity programmes at Link shopping malls</li> </ul>
July	<ul style="list-style-type: none"> <li>◆ Issue of EAG event calendar</li> <li>◆ Sports Demonstration and Talks by athletes of 23 EAG sports to schools and 18 districts participants</li> <li>◆ Launching of Photo Contest</li> </ul>
August	<ul style="list-style-type: none"> <li>◆ “Fitness for All” Day to promote EAG (8 August)</li> <li>◆ 100 Day Countdown cum Torch Relay (29 August)</li> <li>◆ Sales of Games tickets</li> <li>◆ Issue of second series of EAG Heartwarming Stamps</li> </ul>
September	<ul style="list-style-type: none"> <li>◆ Lantern festival with EAG theme</li> <li>◆ Commencement of school torch relay in 18 districts</li> </ul>
October	<ul style="list-style-type: none"> <li>◆ Announcement of medal design</li> <li>◆ Announcement of participating athletes</li> </ul>
November	<ul style="list-style-type: none"> <li>◆ Announcement of various EAG operational measures</li> </ul>
December	<ul style="list-style-type: none"> <li>◆ Issue of EAG Commemorative Stamps</li> <li>◆ Cultural Nights</li> </ul>

<p>On-going Publicity</p>	<ul style="list-style-type: none"> <li>◆ Display of banners, roadside billboards, giant wall banners, lamppost buntings, posters, exhibition booths in 18 districts</li> <li>◆ Media tour to new and upgraded venues, e.g. Hong Kong Coliseum, Kowloon Park Swimming Pool, Tseung Kwan O Sports ground</li> <li>◆ Mascot appearance at busy districts and sports events,</li> <li>◆ Promotion of EAG message and information at RTHK radio programme and website</li> <li>◆ Broadcasting of EAG APIs and theme songs at over 200 government venues</li> <li>◆ Display of EAG mascot standees at tourist spots, big shopping plazas and major Government venues</li> <li>◆ EAG Gallery exhibition</li> <li>◆ Overseas promotion by Economic and Trade Offices (ETOs), through issue of supplement, distribution on EAG pamphlets, setting up of exhibition booth, ETO's newsletters, website, broadcasting of API and theme song, etc,</li> <li>◆ Senior officials and Head of ETOs to highlight the EAG at overseas public functions, e.g. Economic and Trade Fairs</li> </ul>
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